

ORLANDO FLORIDA



ORLANDO EASTWARD

ORLANDO—A BEAUTIFUL CITY

IT is the capital of Orange County, Florida, a county with a thousand lakes. A clean city. It is wooded as the forest of Arden. One almost expects to find Orlando's carvings on the trunks of mighty live oaks and can easily imagine that they can hear the love-lorn Rosalind exclaim, "I'll tell thee, Aliena, I can not be out of the sight of Orlando."



ORLANDO WESTWARD



ORLANDO FLORIDA



ORLANDO NORTHWARD

The City is on the central ridge, the most beautiful and healthful region of the State. Two great lake systems originate within its boundary, one flowing east into the St. Johns and thence to the Atlantic, the other westerly into the Gulf of Mexico.

It is a modern city, with paved streets, stone sidewalks, electric lights, gas, a complete system of sewerage, and the purest of water.

It is the very heart of the citrus fruit industry. A city of palms, of roses, and ablaze with poinsettias.

Orlando *is* a beautiful city.



ORLANDO SOUTHWARD



LAKE LUCERNE

BOATING AND FISHING

Exceptional opportunities are offered for boating and fishing. There are sixteen lakes that are included in whole or in part within the city limits of Orlando. Just outside of the City can be found lakes where one can sail for miles on a straight-away course. Many motor boats ply the waters of Lake Conway, and camps and clubhouses are built on its shores.

Fish abound in all of our lakes. Bass, bream, perch, and pickerel respond to the lure of the fisherman. Some of our bass are of prodigious size. A ten-pound bass is not uncommon, and they are taken as high as fourteen pounds.



LAKE EOLA

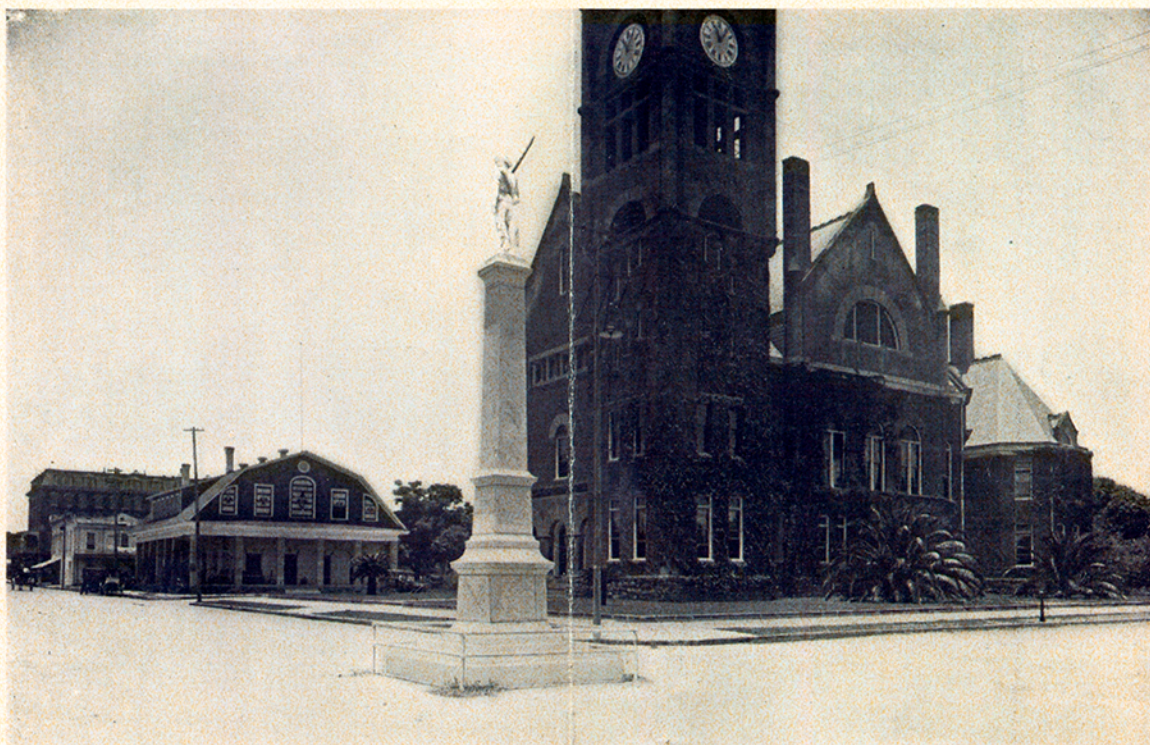


OUR SHADED STREETS

GOOD ROADS

Orlando proudly claims the distinction of having taken the initiative in the organized Good Roads agitation. The first National Good Roads Congress was held here in February, 1897, under the auspices of the Orlando Board of Trade, and was attended by delegates not only from all sections of the United States, but from all over the world.

Our principal streets are paved with brick, and others with marl. At the present time the City is expending over two hundred thousand dollars in additional brick streets.



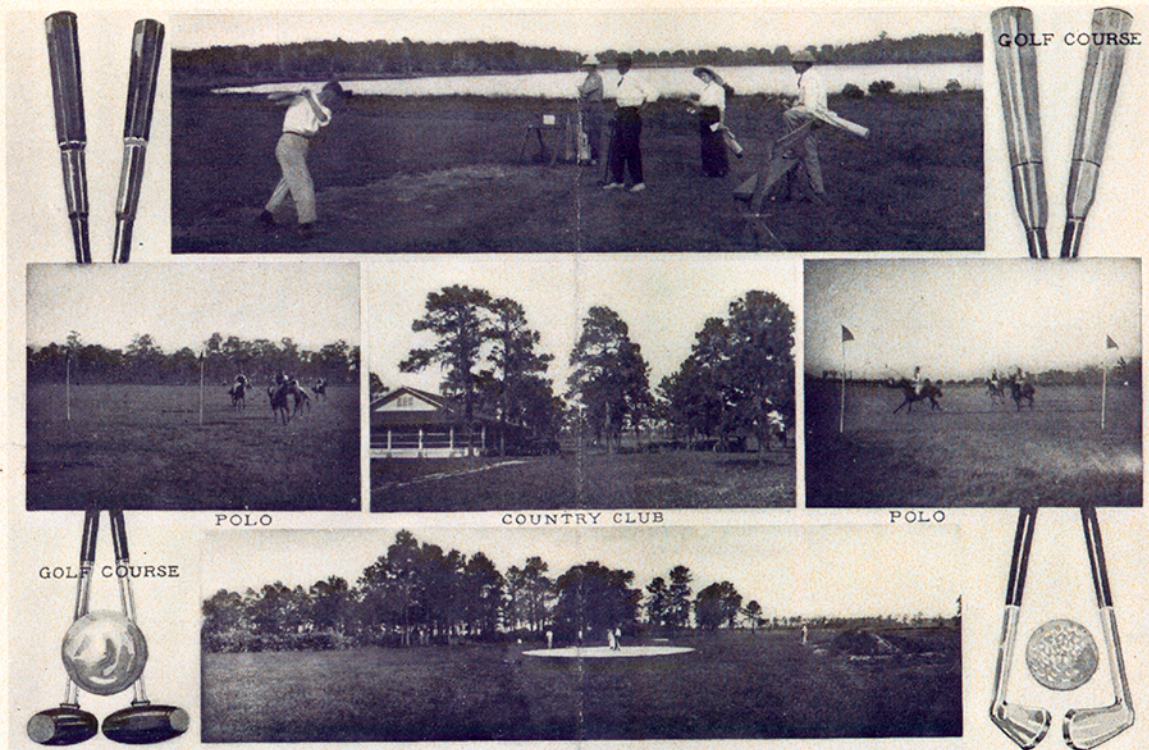
THE PUBLIC BUILDINGS

The streets extend from the business districts into the residence sections, past well-kept parks, beautiful lakes, orange groves, rose gardens, truck gardens, patches of bananas, wonderful palms, and nearly all the time beneath the shade of mighty oaks interspersed with camphor trees, maples, and Australian oaks. At the city limits they connect with the county brick roads, now being constructed. The county will expend in the next year six hundred thousand dollars to extend its roads, which connect to the north, south, east, and west, with the city pavements. Orlando is the brick city and Orange County the brick roads county of all Florida. That is why Orlando is the automobile center of Central South Florida.

Bring your auto and enjoy our good roads.



ORLANDO FLORIDA



SPORTS AND PASTIMES

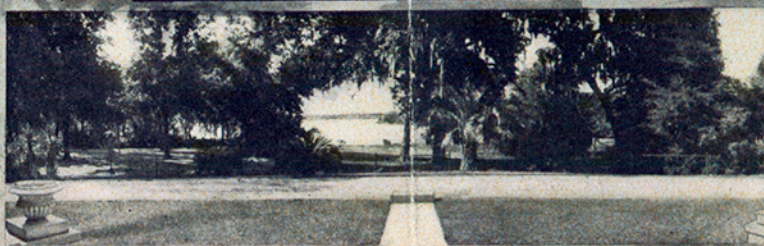
S P O R T S

The Orlando Polo Club plays many games during the winter, and visiting clubs come in from other states.

Orlando has the best baseball field in Florida, and during the winter games will be played between the great league teams as they fit themselves for the season by taking advantage of our climate.

ORLANDO FLORIDA

BEEMAN'S LAWN



LAKE HIGHLAND

PHOTO'S BY HOWARD

BEAUTIFUL SUBURBAN PLACES

Horseback riding is very popular, and parties make excursions and picnics on the shore of some lake or visit the wonderful springs, that here and there break up through the earth and form rivers.

This is the land of Out-o'-Doors, and, when winter holds other sections of our land in icy bondage, here in Florida we are free to play in the open.

Why not come down to our sunny land and play with us?



ROSALIND CLUB

COUNTRY CLUB

The Orlando Country Club is located on Spring Lake, about one and one-half miles from the City.

There is a beautiful club building with extensive grounds. There are tennis courts, and the golf links are the best in the State. Hundreds of tourists come to Orlando to avail themselves of the winter golf.

WATER

Of first importance is the water supply of a city.

Orlando is served with pure, soft water from Highland Lake, which is, in fact, a huge spring. The water is naturally filtered through beds of sand, and, in addition, is scientifically filtered at a cement intake through charcoal and other materials. The result by actual analysis is, that Orlando is served with water analyzing nearer chemically pure than even the famous Poland Springs water. The supply is unfailing.

SANITARIUMS

There are numerous sanitariums in and about Orlando, with the best of medical attendants, and with full corps of trained nurses.



ORLANDO FLORIDA



CORNER OF LAKE LUCERNE



DATE PALM

MARKETS

Orlando markets carry all kinds of native meats, and also full lines of western meats.

Florida is fast becoming one of the great beef-producing states. Vegetables are available during the entire year fresh from our gardens.

SEWERAGE

Orlando has just completed the construction of a complete system of sewerage, using the Imhoff System, operated under direct license from Dr. Carl Imhoff.

There is a separate system of storm sewers.

Orlando is a modern city, with all that the name implies.



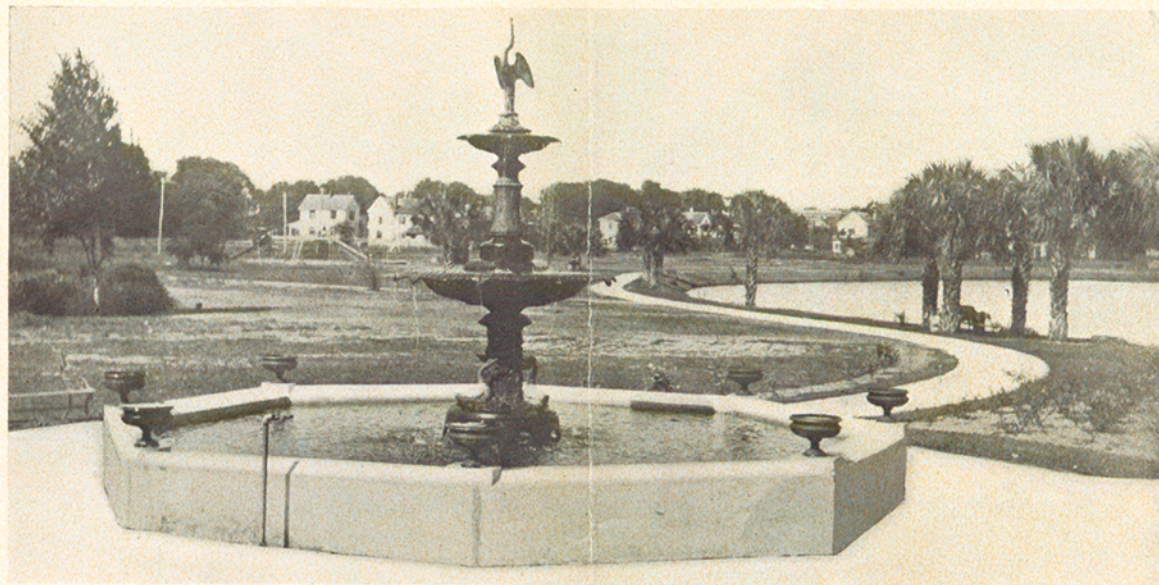
PALM GARDEN

G A S

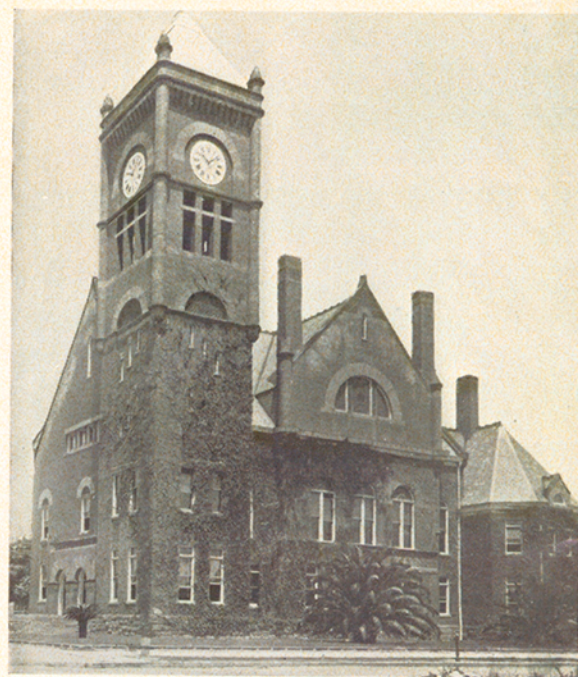
A new gas plant has just been installed, with a capacity sufficient to supply a city of 25,000 inhabitants. It is extensively used for heating, cooking and lighting.

I C E

Orlando has a plentiful supply of ice, manufactured by the Frick Process. Nothing but distilled water is used, and the product is pure and clear.



CITY PARK IN THE MAKING



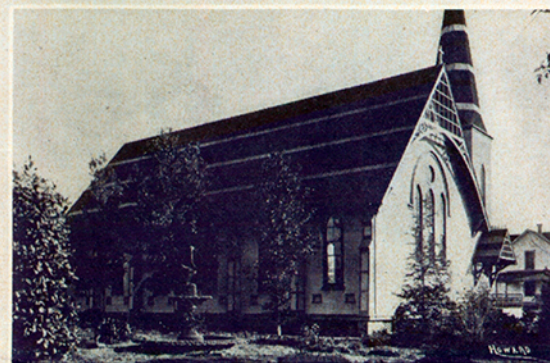
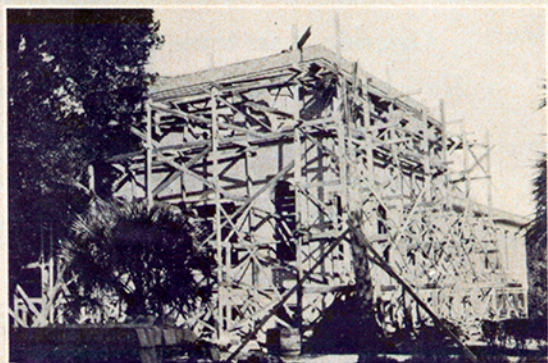
ORANGE COUNTY COURT-HOUSE

BANKS

Orlando has three banks—one National and two State. They are sound, conservative institutions and largely controlled by home people. They are equipped with the latest and best appliances, and their rooms are well and beautifully furnished.



ORLANDO FLORIDA



METHODIST \$50,000 STRUCTURE

PRESBYTERIAN \$30,000 STRUCTURE, UNDER CONSTRUCTION

EPISCOPAL CATHEDRAL

BAPTIST \$30,000 STRUCTURE, UNDER CONSTRUCTION

CATHOLIC



NEW GRAMMAR SCHOOL, \$50,000



HIGH SCHOOL AND GRAMMAR SCHOOL

SCHOOLS

Orlando prides herself on her schools and her school buildings. The standard is high, and we are able to get teachers from the great educational centers that insure the latest methods.

Our buildings are constructed with a view to provide the scholars with good air, good light, and the best of sanitary conditions.

Our students fit for college, and many of our graduates have taken high rank in the great colleges.



CATHEDRAL SCHOOL FOR GIRLS



ST. JOSEPH ACADEMY



LAKE SUE



A QUIET CORNER

TOURIST HEADQUARTERS

The Board of Trade has provided a Tourist Headquarters for the use of visitors during the winter season. It is provided with tables, papers, and periodicals, and all visitors are invited to make use of it. This idea was inaugurated last winter and proved a source of great pleasure. The tourists from many of the states formed State organizations, and in that way became acquainted and better in touch than otherwise would have been possible. The feature was such a success last year that the Board of Trade has adopted it permanently.



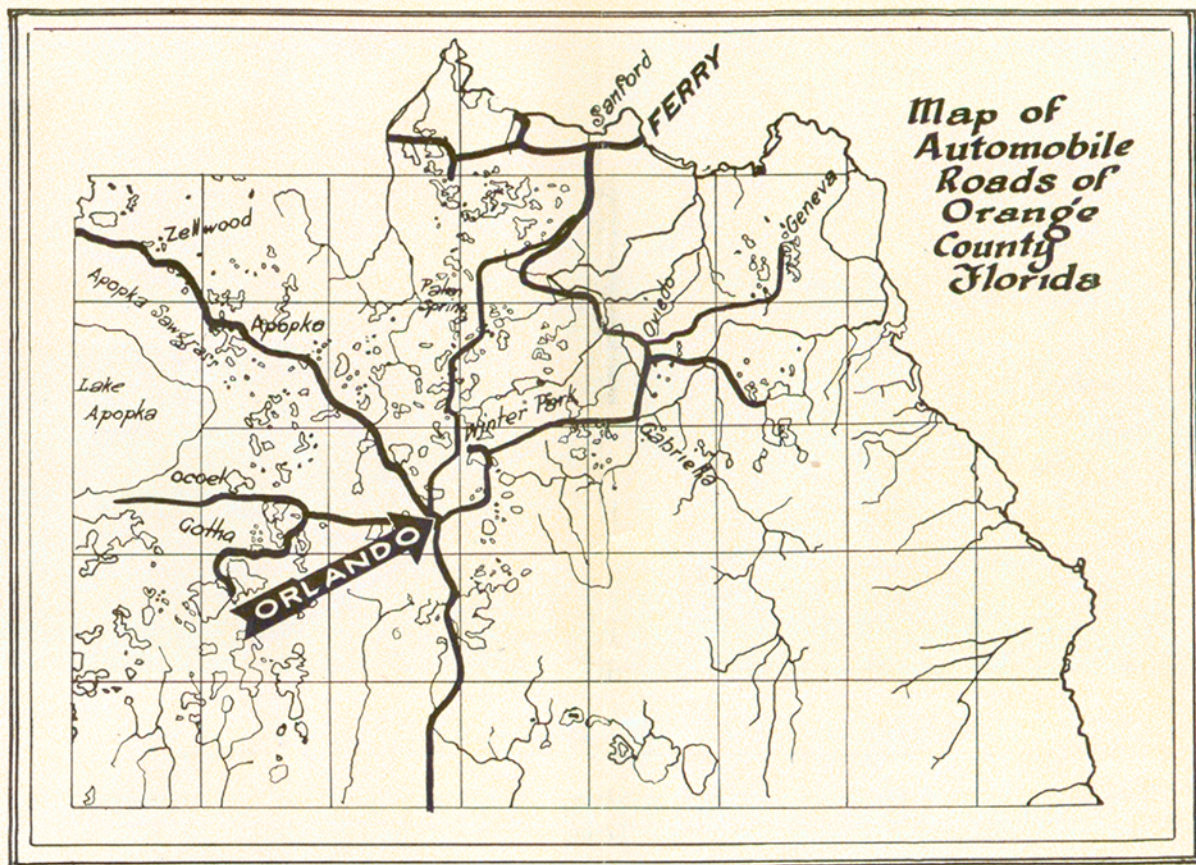
RESIDENCE STREET



IN THE SHADE OF A PALM



ORLANDO FLORIDA



ORLANDO AN AUTOMOBILE CITY



THE STORY OF THE ORANGE GROVE

SPECIMEN 0

The queen of fruits is worthy the haughty Spanish cavaliers, who braved the Spanish Main and first saw the light of the rising sun in Florida.

Whether they brought the original orange trees from sweet Seville, or whether, by chance, the golden fruit came from elsewhere, is not so much the matter, since it is here, and here in great abundance.

From the earliest days Orange County held the palm as the greatest producer of the delicious fruit, many of the first groves being budded on the wild trees, right where Nature planted them, some of them removed bodily to new locations, and later, as this locality proved its adaptation to citrus growing, many thousands of seedling trees were planted, which now have given place to the very finest of budded stock, true to name, with as many varieties as there are apples in the northern clime.

To have lived to see an orange grove like the one represented above is to have lived indeed, and thereafter the most practical of men will become dreamers. Moral: See the Orlando groves.



ORANGE GROVE

WHERE THE GRAPEFRUIT GROWS

If the Orange is Queen, certainly the Grapefruit is King. For many years an unknown quantity, despised and rejected and relegated to the curio department, it is but a few years since its princely virtues as the highest of all fruits became known, and even to-day it is better known as the rich man's fruit, when, as a matter of fact, it is really the fruit for the people.

As its virtue became better known and the prices obtained became tempting to the grower, thousands of acres were set out with a rush; and now it vies with the orange in the size of the crop.

Have you tasted this glorious fruit? If you never have the chance to see it in its native haunts, at least cultivate the art of enjoying its delicious nectar.

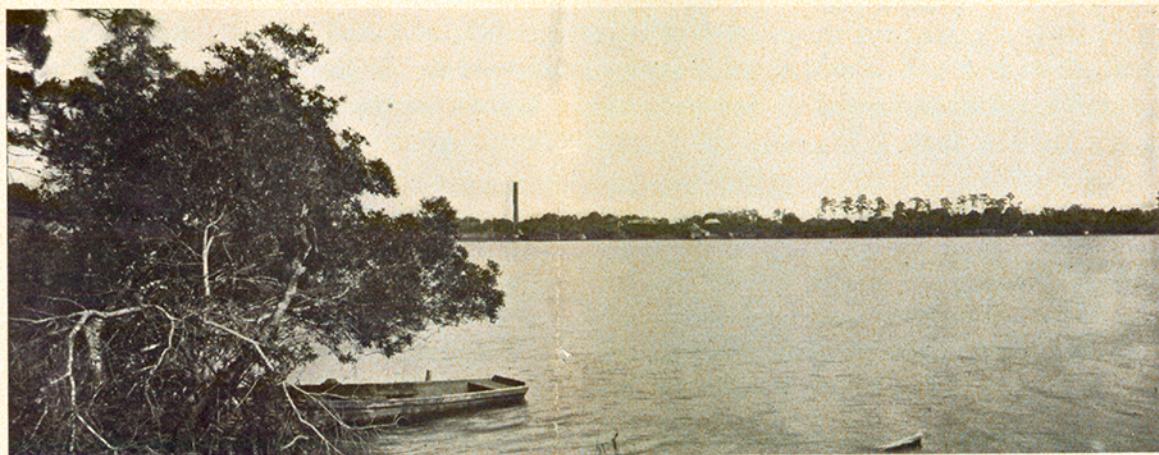
But if you would see it, as well as taste it, the great, luxuriant, green trees, with the immense golden balls hanging in wondrous bunches, are seen to the best advantage in Orlando. Don't forget it, in Orlando.



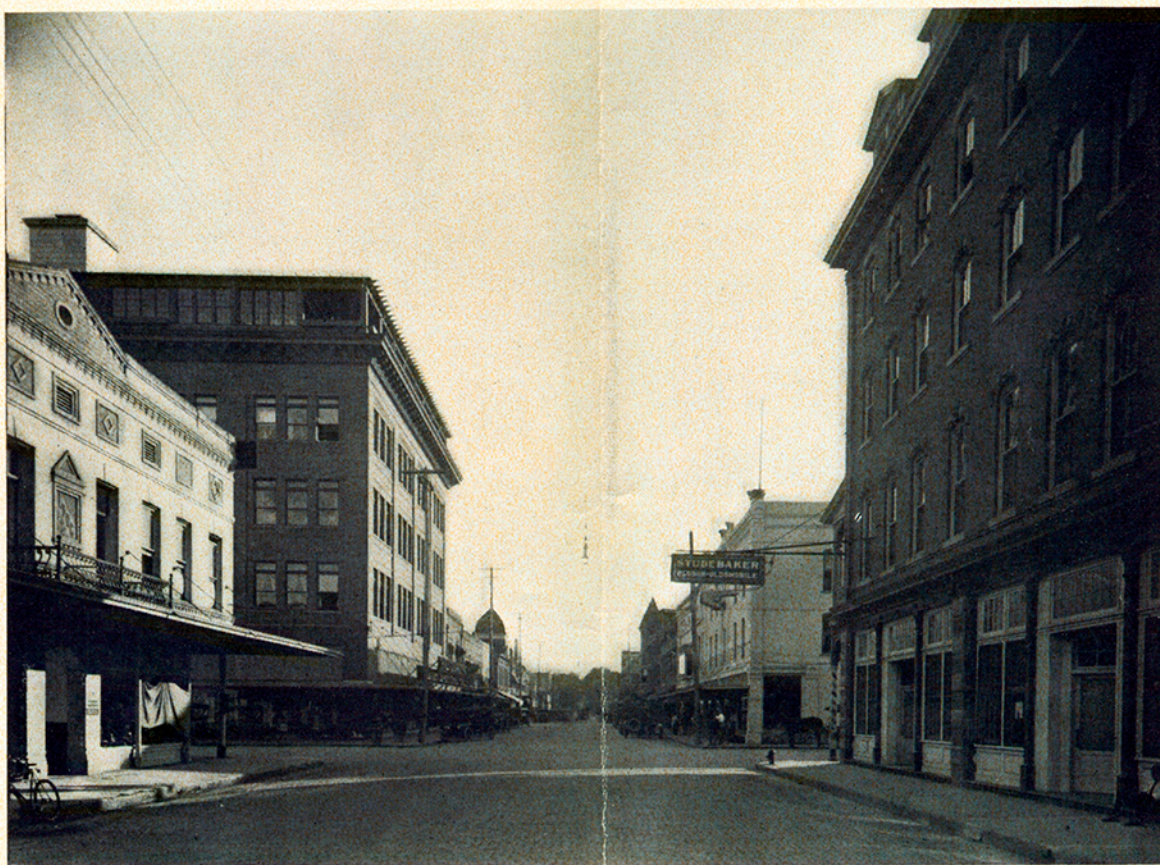
ORLANDO FLORIDA



LAKE CHEROKEE



LAKE CONCORD



NORTH ORANGE AVENUE BUSINESS SECTION

STORES

Orlando has stores covering almost every line to be found in any of our large cities. There are two large department stores, in fact the largest south of Jacksonville. These stores are operated throughout the year, and our merchants are men of good business standing.



INTERIOR ORANGE PACKING HOUSE

ELECTRICITY

A large power plant supplies Orlando with current for lighting and motor service.

Nearly all the factories in the City are operated with electric power. Practically all the citrus crop is handled by machinery run by motors. A packing house in operation is a very interesting sight, and the visitor is astonished at the amount of machinery used in handling the fruit.

There are washers, sizers, blowers, conveyors, and, in fact, from the time the fruit is put into the packing house, until it issues packed for shipment, machinery does the work.

ORLANDO FLORIDA

The following real estate dealers and hotel proprietors are subscribers to this book:

Real Estate Men

JAMES L. GILES
LORD & BRADSHAW
COOPER & ATHA
CURTIS & O'NEAL
C. D. CHADWICK
E. C. YOUNG
F. L. ANDERSON
S. G. DOLIVE & SON
W. H. MACCLINCHEY
S. S. GRIFFIN
W. W. ROSE

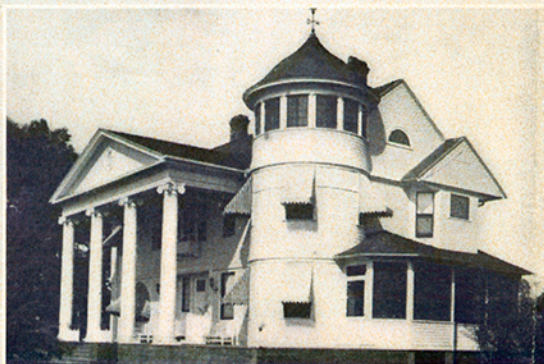
Hotels

SAN JUAN
TREMONT HOTEL
ORLAND HOTEL
ST. CHARLES HOTEL
WYOMING HOTEL



HOME AMONG THE OAKS

ORLANDO FLORIDA



TYPES OF ORLANDO RESIDENCES

ORLANDO FLORIDA



TYPES OF ORLANDO RESIDENCES



CABBAGES AND POTATOES—TRUCK FARM

FARMING

Nearly every product of the soil can be raised here. The great staple of course is citrus fruit. Truck gardens produce all kinds of vegetables. Celery, lettuce, strawberries, and other small fruits are all profitable. Apples do not do well; but in their place stand bananas and other semi-tropical fruits that can not be produced further north. General farming is successful, as the prosperity of our surrounding farming country attests.



HERD OF DAIRY CATTLE

CATTLE

Until recently little attention has been paid to quality and breeding; but that condition is rapidly passing, and a great future for Florida as a stock-raising state is in sight.

DAIRYING

As in the stock cattle business, we are fast becoming a milk and dairy state. The Jersey cow is at home here, and there are many herds in the county.

The Jersey has to be treated differently here than North, but when her care is understood her health is perfect.

Florida is also fast becoming a great dairy state.



STRAWBERRY FIELD



CELERY FARM

THE GARDEN SPOTS

There are garden spots a-plenty within a short drive of Orlando. Such fields of winter and spring vegetables will never be seen out of Florida. No one place in the State has a mortgage on market-garden farms or a premium on the quality of the crops grown. There are many such, but nowhere superior to what Orange County can show. And our wise market gardeners are successful; they come to town, not in carts but in automobiles; many of them live at the top of the notch. Of course some are content to live but a notch or two at a time, but that is of their own choosing. These pictures are of actual fields, grown in the winter-time. No frozen ground, no snows, no killing frosts, just growing weather.



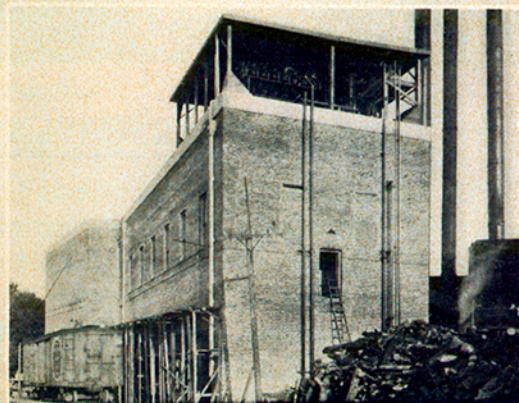
BANANA PLANTATION

THE STATELY BANANA

A banana plant, with its wonderful leaves lazily waving in the breeze, is a sight seldom seen out of a truly tropical clime. The plantain is a variety much used for decoration in Florida, although it bears a fruit truly giant in size, edible, though rather coarse.

The true banana, however, is grown in the more southern portions of the State, and it is left to a near-by plantation that Orlando can point to with pride as a real paying business. Here are several acres of magnificent bearing plants, yielding annual crops of a dainty fruit that brings good money in the local markets. When you come to Orlando, do not miss a look at this plantation.

ORLANDO FLORIDA



WATERWORKS AND ELECTRIC PLANT
FOUNDRY AND MACHINE SHOP
CIGAR FACTORY

PHILLIPS MFG. Co.
ICE FACTORY

ORLANDO FLORIDA



PINEAPPLES

And now a last word from the Orlando Board of Trade. We have a beautiful city, and a beautiful country surrounding us. We invite you to visit us and see for yourselves. We will aid you in any reasonable way. We are not an employment bureau or an agency to sell or rent property. Herein are names of real estate and rental agents and hotels. This pamphlet is issued to tell you of our city.



CITRUS EXHIBIT, MID-WINTER FAIR, ORLANDO

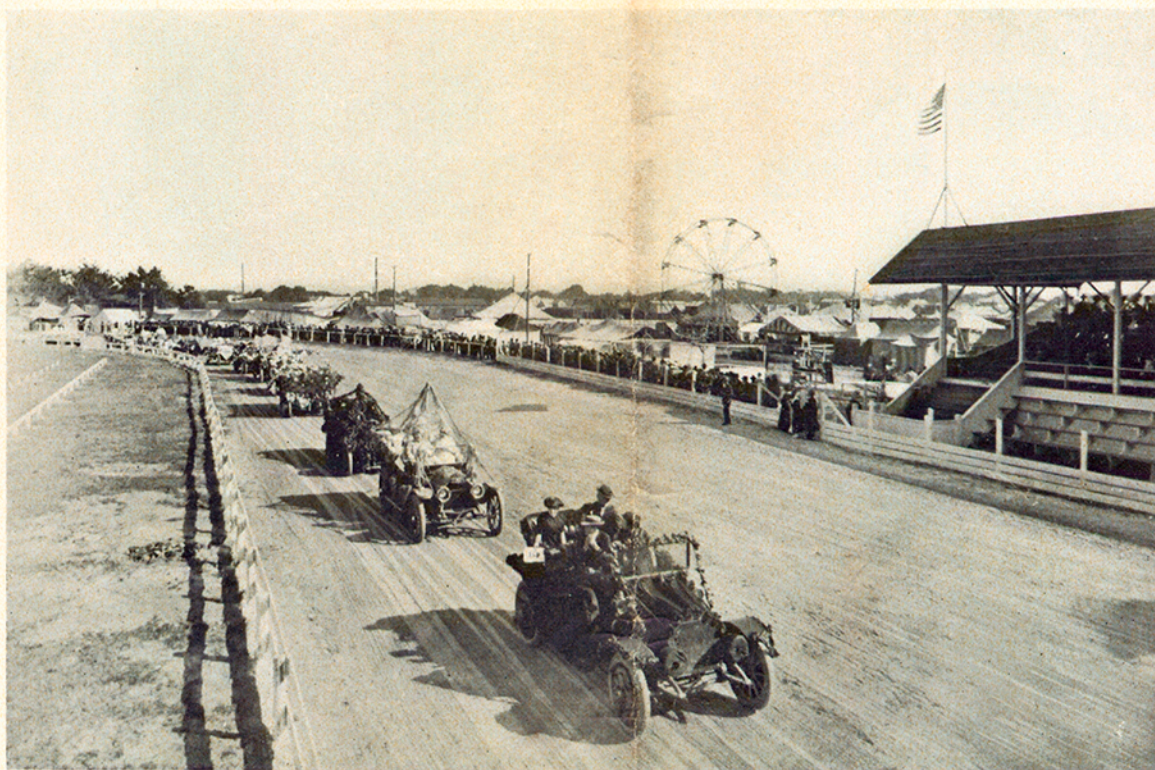
WE WILL GIVE A WORD OF WARNING:

Do not buy any property, either city or county, without seeing it or on the word of some one you can rely on. There are many reliable concerns advertising land in Florida; and some whose only object seems to be to get money.

And last, but not least, do not expect to come to Florida and make a living without working. Our climate and soil insure the comforts of life with a minimum of labor; but as everywhere, common sense and labor are necessary.

You will find people here from every state in the Union, and from foreign lands as well.

ORLANDO FLORIDA



MID-WINTER FAIR GROUNDS, ORLANDO

You will find an orderly, well governed city, with prosperous churches, society, good schools, all of the orders, excellent hotels, well lighted, with modern sewerage system, and in short all the necessities and conveniences that go with a modern, up-to-date city. And in addition we say as at first,

Orlando is a beautiful city.

Address communications:

SECRETARY ORLANDO BOARD OF TRADE,

Orlando, Florida.

ORLANDO FLORIDA



Orlando
Florida

